Chancellors Review Community Colleges At Convention Center

By BLAIR DAVIS
Staff Writer

The goal of the district is to continue delivering higher education in the event the Jarvis Initiative passes, said District President Arthur Bronson, at a recent Chancellors colloquium.

The LACCD is said to face severe cutbacks if Proposition 13, which would reduce property taxes by 60%, were to pass on the June ballot.

Following President Bronson, Dr. Glenn Gooder, president of the California Community and Junior College Association, said that community colleges "will survive and prosper," but admitted that, "very difficult times are upon us."

One of the main speakers of the day, Dr. Frank Newman, President of the University of Rhode Island, said that, "we (in education) are drowning in critics."

"California has led the way," Newman said. "The last two governors have done enough criticism to last for 50 years."

Newman says the list of critics of education is very long, and they are saying, "We gave you money. Why didn't you produce results?"

Dr. Newman told the assembled faculty members that "In any system of higher education, criticisms are party true."

"We ought to get our act together," Newman said. "We can't succeed by refusing to hear criticism. We can't succeed by means of a corporate PR program. We can't succeed by losing sight of the solid performance we've built."

Dr. Newman, in fielding questions from the audience, said that "Educators don't know all the answers.

"We must have the right to fail," Newman said.

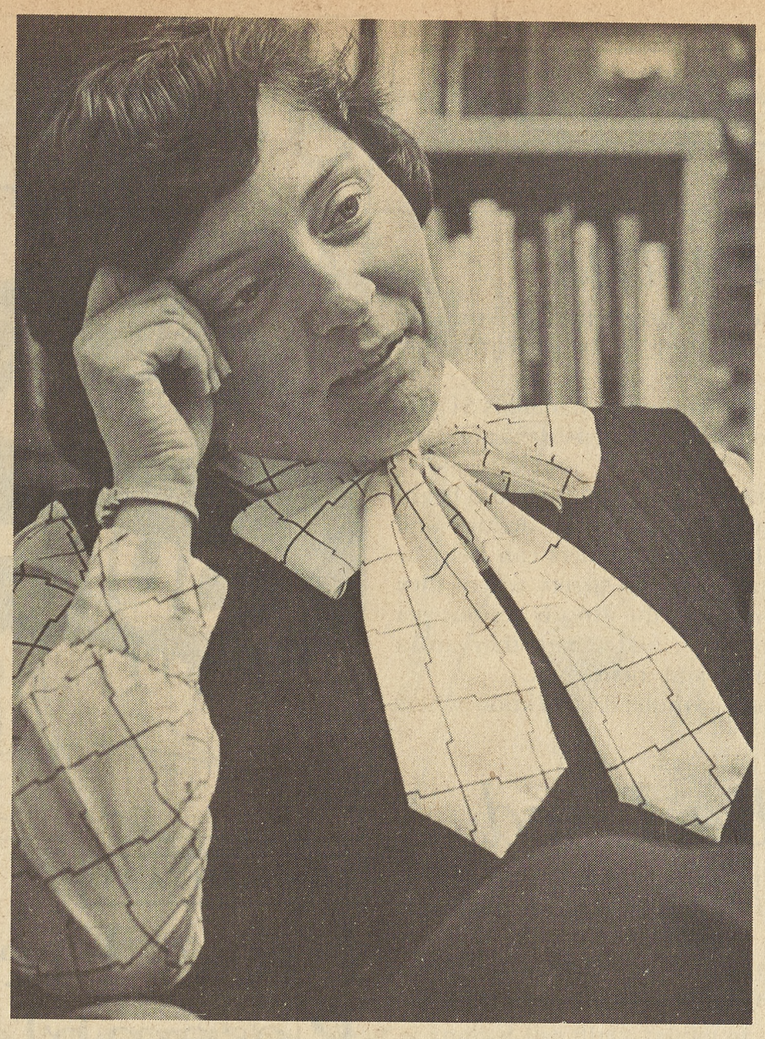
At one point, the assembly was dismissed to disperse into a number of "faculty forums" where specific items were discussed to improve educational techniques.

At one such forum entitled, "Recruiting and Retaining Students," faculty were told that "attrition is the number one problem."

Robert Garber, a counselor from Pierce College, said that only 16% of students enrolled graduated within three years, and that 44% of the students attended for two semesters or more.

Reasons cited for students dropping out were the lack of an educational or career goal, academic boredom, uninspired teaching, repetition of high school work, personal isolation, and personal conflicts.

Garber said that to overcome these obstacles, students should be given a sense of personal worth and identity, as well as a sense of belonging to the college. He also said that part-time employment, esepcially on campus, should be encouraged, and that a personal relationship with at least one faculty member should exist.



PONDERING—Virginia Mulrooney, executive secretary of the AFT, an outspoken opponent of the Jarvis-Gann initiative, considers recent action being taken to oppose the bill's passage. Photo by Tom Neerkin

$24,000 Collected By COPE To Fight Pro-Jarvis Publicity

By LISA RECHETNIK
News Editor

To combat pro-Jarvis Initiative publicity, the Committee on Political Education (COPE) has collected $24,000 from teachers in the Los Angeles College District.

"This is a phenomenal amount," said Virginia Mulroony, Executive-Secretary of the American Federation of Teachers (AFT).

COPE is the political arm of the AFL-CIO, and as such raises and dispenses funds collected by labor on political issues.

AFL-CIO has taken a stand against passage of the Jarvis Initiative.

"Contributions are voluntary," said Mulroony, "and no AFT money is used at all."

"Our average contribution (within the LACCD) is around $70 per person, which is also phenomenal," she added.

She went on to say that this is the most amount of money collected from any COPE group, and that "the Valley College faculty are by far the highest contributors, as they always have been."

According to Mulroony, the money will go to the No on Proposition 13 Committee to purchase media time.

The Committee has also created "No on 13" and "Yes/8" bumper stickers, which Mulroony said will probably be available soon on campus.

Area Coalition meetings of the No on Proposition 13 Committee are now being scheduled, and those who are interested are urged to attend.

The San Fernando Valley Area Coalition meeting has been scheduled for Wednesday, April 19 at 7:45 p.m., in the United Way Building, located at 6851 Lennox in Van Nuys.

Prop. 13 Dance Night

How much do you know about the facts concerning Proposition 13?

Do you like to dance?

These seemingly unrelated interests have been combined by Valley College's Gay Students Coalition, who are sponsoring a disco dance to raise money for the dissemination of facts about the Jarvis/Gann Initiative (Proposition 13).

The dance will take place on Friday, April 28, from 8 p.m. until midnight in Monarch Hall. Admission will be $2.50 general admission, and $1.50 for those carrying any school I.D.

The Coalition feels that the Jarvis/Gann Initiative is an issue that affects each student and all employees of the community colleges of the state of California.

Valley Star

LOS ANGELES VALLEY COLLEGE

Vol. XXIX, No. 25 | Van Nuys, California | Thursday, Apr. 13, 1978

Annual Blood Drive In Need of Donors

If you are between the ages of 17 and 66, weigh at least 110 pounds, and are in good health, you can help save a life.

Approximately 1,000 people in 240 hospitals need blood every day, in Los Angeles. This is why the Red Cross bloodmobile will be at Valley College April 24-26.

As of July 1, 1977, it has been illegal to transfuse blood from a paid donor. So the need for volunteer donors is greater than ever.

All red blood products are perishable. Whole blood and red cells last only 21 days. Blood platelets (the part of blood needed for clotting) have a shelf-life of only 72 hours. Therefore, many donors are needed daily.

Giving blood is quite a simple procedure.

It is required that you eat a good meal before donating, so as not to weaken your system.

After being registered, your weight, temperature, and pulse are checked. Then, a drop of blood is extracted from your earlobe to check your iron content.

Next, your blood pressure is taken, after which examiners ask questions about your medical history.

Then your blood is taken. After a short rest you will be invited to renourish your bloodstream with orange juice and cookies.

Red Cross' goal is to make blood and blood products available 24 hours a day, seven days a week, 365 days a year. Especially important is the need of blood for heart surgery patients.

MAY BE LAST

Crown Magazine 'Will Be Beautiful'

By EIRAM POLLARD
Staff Writer

Crown Magazine, which will make its annual appearance in late May or early June, has changed as much as the rest of Valley College has in its 28 years of existence.

The original Crown, which made its debut in May of 1951, was a skinny, green, hard-cover yearbook of memories. It consisted mainly of group, teacher, and club pictures and individual photos of the members of the "pioneer" graduating class.

From that original book to the 1978 edition, many things have changed.

There was no color in the original book. The new Crown will feature a four-color centerfold, and for the first time the process of posterization, which requires the use of several filters and negatives, will be used on the front and back covers.

For the first time Crown will be funded by the Board of Trustees. In the past, Crown was funded by the A.S.O.

Kitty Humphrey, editor-in-chief of Crown, and her staff have labored all year to turn out a product which she describes as "outstanding, simply outstanding." "This year's Crown will be the best one yet," said Jody Bayless, associate editor.

This Crown will contain more photographs than copy because, "People don't read that much. They would rather look at photographs," said Humphrey.

Highlights include a section entitled 'Teachers that Motivate,' in-depth coverage of football and homecoming, and a photo essay called 'A Day in the Life.'

Harry Fisher, Crown's chief photographer, believes, "This could be the last Crown magazine if the Jarvis amendment passes, so we have worked very hard to make it the best ever."

"I only wish more people had contributed," Fisher continued. "I think we're taking the opportunity away from other people. People in beginning photo stages and in photo-journalism classes should be given a chance to submit work, as should the many fine writers here at Valley."

Week of Young Child Fair Shows Advantages of Children's Center

By MARVA MURPHY
Staff Writer

Eagerly they marched, their young voices chirping the tunes of their favorite songs.

Over 40 children from the Child Development Center of Valley College made their way to the quad in front of Monarch Hall for the "Week of the Young Child" fair held April 6.

People from all over the United States who work with and for young children joined together in their communities last week to educate the general public about the need for quality services for children.

A lunch-time picnic was the setting for the ceremonial presentation made to Samuel Rhee, General Administrative Coordinator of the Mayor's office. A 12-foot scroll, painted by the children, was presented by the staff of the Child Development Center to represent continued commitment to young children by the office of the Mayor.

As part of the fair, which was sponsored by the Child Development Center, community information centers were set up providing ideas and suggestions for adults concerned about children.

Guest speakers representing the San Fernando Valley Child Resource Center and the Information and Referral Service were on hand. Pamphlets were available from the Resource Center to inform the public of listings and ratings of child care services in the Valley.

Brochures from the YMCA, the Child Guidance Clinic of the San Fernando Valley, and the Speech and Hearing Center were also provided to acquaint the community with the many varied services available for parents and children.

Loretta Abrahms, associate teacher with Valley's Nutrition Department, presented information about proper nutrition for pre-school age children.

Chairperson Bea Sterr of the Child Development Center, supplied information on careers in early childhood development.

The Nursing Department presented material on child health care and also provided medical instruments for inspection.

Coordinators Ed Lewis, lead teacher, and Stacy Goldberg, as well as additional staff and parents, helped work with the children. Activity centers were designed to enrich a child's indoor and outdoor environment.

Cities, towns, and buildings were created with various shaped wood blocks and glue by the children in the Wood Sculpture Area.

Old tires, portable climbers, and large boxes used as tunnels comprised an obstacle course for the delighted children to go through.

Many of the 200 parents and chilren in attendance relaxed in the reading area. Ms. McGovern, an instructor of Children's Literature for the Pre-School Child at Valley, led the reading and information dissemination in the Quiet Area. The Quiet Area was set up with comfortable pillows and a display of non-sexist books.

Constructed wood sinks, tables and stoves were part of the items supplied in the Dramatic Play area. Used articles of clothing, including fancy dresses, doctor's smocks, and firemen's hats were donated by parents to provide costumes for the imaginative children.

When questioned about his favorite activity at the fair, Tony Perrea, age 4, was most definite when he replied, "Painting with a big brush." His smiling face and twinkling eyes confirmed his wish to attend another fair as soon as possible.

SING-ALONG TIME—A group of young performers take a break from a busy play day to relax and share a song with their counselors at the "Week of the Young Child Fair" Tuesday. Photo by Paul Diab

BUILDING A FUTURE—A young carpenter starts his training early while demonstrating his talents at the "Week of the Young Child Fair." Photo by Andy Zuckerman

The Valley Star's position on issues is discussed only in the editorials presented on this page. Star editorials are the unanimous viewpoint of the Editorial Board. Columns and staff cartoons on this page are the opinions of individual staff members and are not necessarily the opinion of the Star.

STAR EDITORIALS

Control Animal Births

There are presently more than 400,000 dogs and at least twice as many cats in Los Angeles County, according to Richard Felosky, lieutenant of animal control from the East Valley Animal Shelter.

Last fiscal year (ending June 30, 1977), nearly 16,000 pets had to be destroyed by the department, and this fiscal year the total probably will reach 15,000.

In the future, to avoid further annihilation of thousands upon thousands of pets, Star urges pet owners to have their pets spayed or neutered.

If one wishes the procedure performed by the Department of Animal Regulation, the cost is minimal compared with the dilemma of handling an unwanted pet pregnancy, or knowing one's pet is contributing to the increasing pet population.

The cost for sterilization of female is $17.50, males $11.50; and senior citizens' pets are done free.

Star feels that more pet owners should begin taking the responsibility for the actions and well-being of their pets. Owners can help by keeping their pets off the streets where they continue to compound the already serious pet population explosion, and where they are a danger to motorists and themselves.

Stop and think a minute: do you know where your pet is?

Intercom Should Be Used

Any project requiring the expenditure of approximately $50,000 should not be ignored.

The construction of the college's public address/intercom system 25 years ago, was a good idea that seems never to have reached fruition.

We feel it is a pity, and a waste of the original money, to allow such a potentially useful system to lie dormant and gather dust.

Being fortuitous enough to have the system already, we suggest that a use be found for it.

Possible uses for it could prove beneficial to students and faculty, as well as getting a return from the initial investment.

One idea for the utilization of the P.A. system could be for the campus radio station to broadcast informative and entertaining programs, such as the recent debate on the Jarvis initiative, to classrooms whose instructors requested it. Political science, history, English, broadcasting, and other classes could benefit from this use of the media as an instructional tool.

The main objection to increased use stems from the inequity in the intercom portion of the system.

A toggle switch on the wall of the classroom allows a person to talk back, but only if they are switched on in the control room. However, the classroom switch is on a spring which causes it to remain eternally open unless manually held down.

It would be preferable if the switches could be modified so that the class rooms could switch off the speaker if necessary.

We also suggest that if originally the main intent of the system was to warn the populace in case of emergency, the speakers should be tested occasionally, so that a disaster should not be announced merely by a crackle of static.

WRITE ON

Combating Sexual Harrassment

By COLEEN MARREN
Assoc. News Editor

Saturday night I met a spunky young woman who had quit her job. Not too unusual, I thought to myself. She told me that she quite her job because her boss had been making ultimatums with her. Those ultimatums involved sex. He wouldn't give her a promotion unless she slept with him. She quit.

Where does that leave her? Unfortunately, without a job, but with self-respect and a possible court suit. She hopes to bring the case to legal action.

Women are uniting to combat sexual harassment on the job. Sexual pressures is nothing new. It's something that's been going on for years.

It can happen to women (and men too) when an employer or co-worker uses sex as a means to an end. The insults can range from comments to actual propositioning, and sometimes rape. Many women have been forced to quit their job because of these situations.

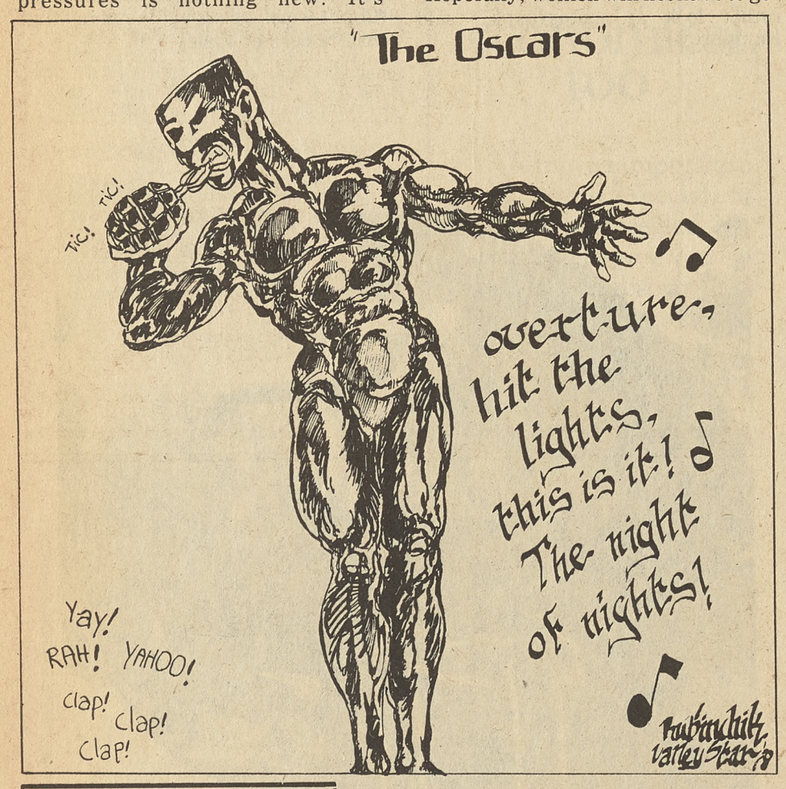
Sexual harassment is being taken more seriously now than a few years ago. Legislation has been introduced in California to allow a woman to collect unemployment benefits if she has evidence of harassment.

Hopefully, women will not have to go to these lengths. In many situations it is possible to talk to the aggressor and discuss what is actually being implied. If it doesn't work, bigger companies have grievance forms, or the person may go directly to the personnel office.

It is a sad commentary of our society when we have to realize that people are forced to quit a job. Some situations are so intolerable it is the only option available.

At present, women's organizations are interested in any problem being faced. They can recommend action that can be taken.

The young woman I met knew that she had to take action. If she stayed on her job the situation would get worse. The advances would continue if she didn't take steps. I feel bad that she had to quit her job, but I respect her for the courage to bring it to court. Recognition of a problem is a step in resolving it.



CONVERSATION

Oscars Provoke Shame

By ALBERT AROUH
Editor-in-Chief

Anyone who watches the Oscars and takes it seriously ought to be ashamed of themselves.

Ashamed and embarrassed for being sucked in by one of the greatest annual publicity stunts this country has ever known.

Let's face it, the Oscars are nothing more than a long, drawn out commercial for the movie industry.

It's just another way for the industry to publicize its product without paying for it.

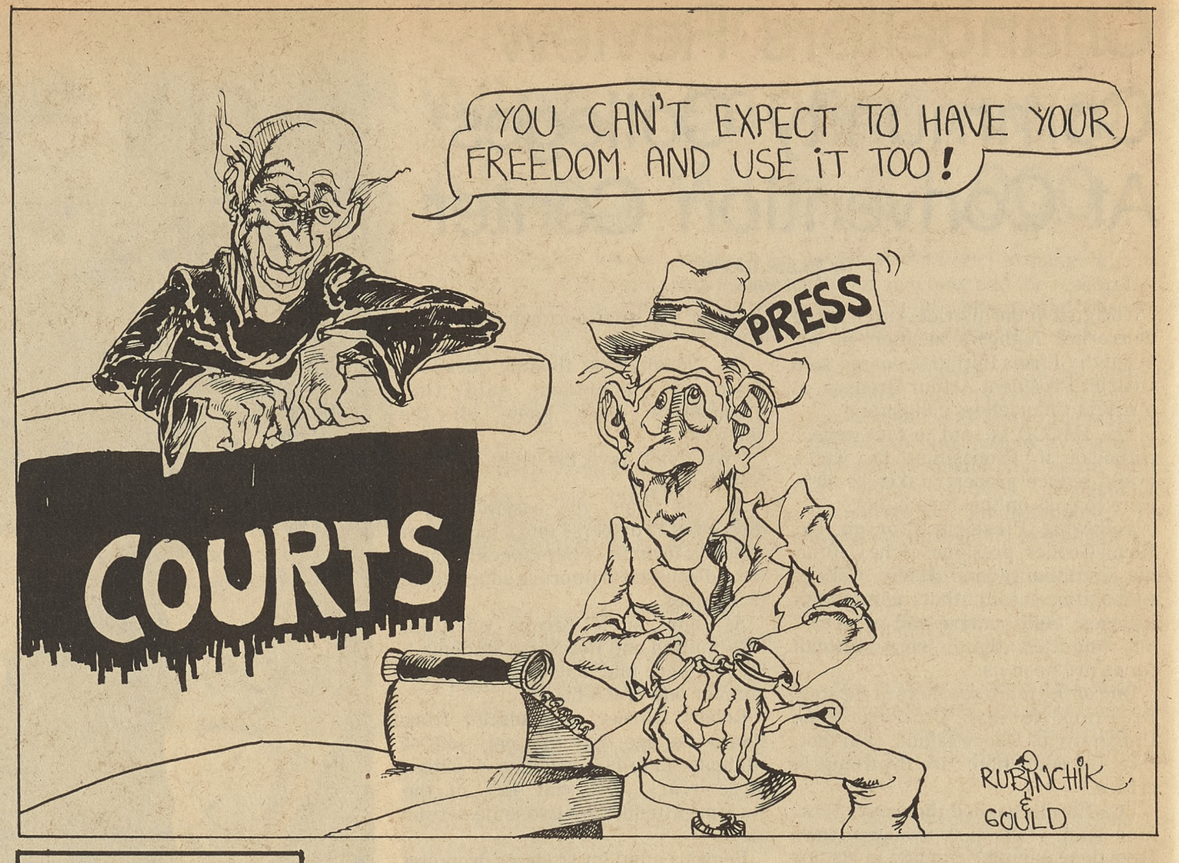
But despite this fact, every year Oscar seems to attract more and more attention, which is a sad commentary on this country.

I often wonder why a worth while project, like the Nobel peace prize is not televised.

Here are men who make a great contribution to society. Contributions that improve our every day life, and make this Earth a better place to live.

Can anyone whoever won an Oscar make such a claim? I think not.

In case you answered the last question with a yes, may I suggest that you have yourself gold plated, formed into a statue of Oscar, and presented at next years ceremonies.



COMMENTARY

Press Freedom Violations Resemble 'Catch 22' Plot

By JOSEPH LOVELL
Sports Editor

Our court system is right out of "Catch 22."

A judge in Idaho ruled that a newspaper had to pay a $1.9 million libel suit because it refused to reveal certain sources.

Next week, the Supreme Court will begin to hear arguments in the so called "dirty words case."

Herein lies the paradox.

In the libel suit an insurance firm went out of business because of a series of articles in the Twin Falls Times-News. The judge would not allow the paper to present a defense unless it revealed certain sources, although all of the stories named sources and were documented.

The insurance firm wanted to know the names of the tipsters and persons with whom the reporters had private and casual conversations about the company.

So much for freedom of the press.

But wait! The plot gets even better!

A New York City radio station played an album by comedian George Carlin on the air that contained many four-letter words. The FCC received one complaint about the language, so they banned seven "dirty" words from the air.

Observers are not concerned with the case of obscene language, but whether the courts will attempt to put restrictions on the media, by backing the FCC ban.

If the courts have read the script, they will allow any kind of off-color programing on the air, but will not allow newspapers to print what they believe to be the truth about corporate corruption.

Freedom of the press, which extends to the electric media as well, is interpreted quite differently by a judge in Idaho than by the expected Supreme Court ruling.

In defense of the top court, most bizarre rulings are at the lower levels, such as Judge Simonson, who made the famous decision in the Wisconsin rape case, or the judge who allowed a girl to be sterilized without her consent.

Somewhere in our form of government must lie a better way of selecting, and, if necessary, removing incompetent judges at lower levels.

The people who can not afford to bring their case to the Supreme Court are being short-changed in the justice department.

But then, that's the catch.

VIEWPOINT

No-Fault Automobile Insurance Needed

By MICHAEL GOULD
Managing Editor

No-fault automobile insurance could be the best way to decrease the cost of insurance, minimize litigation, and speed up the processing of claims in California.

The problem is getting California's legislators to realize it.

Last week in the Assembly a no-fault insurance bill, AB 2255, was tabled by the Finance, Insurance, and Commerce Committee until their next meeting.

If the past is any indication of the future, then there is little hope for the bill. Since 1969 two dozen no-fault auto insurance bills have been killed in California.

Twenty-three other states have some form of no-fault auto insurance, under which basically each person is paid by his own insurance company for injury expenses, no matter whose fault the accident is.

AB 2255 by Assemblyman Alister McAlister, D-San Jose, would set up a no-fault insurance in which maximum benefits would be $100,000 per person for medical expenses and $36,000 for lost wages. Injured persons would not be able to sue unless they had serious or permanent injuries.

If passed the bill would cut down on courtroom extravaganzas and would allow insurance companies to pay for damages without determining whose fault the accident was. As a result, premium costs could decrease, or at least they wouldn't rise as rapidly as they have been.

Unfortunately, it may be years until California switches over to the much more fair system of no-fault insurance.

LETTERS TO THE STAR

'Pro' Proposition 13 Responses Persist

Dear Editor:

Your editorial on Prop. 13 in your March 2nd paper is so full of untruths that it is increditable [sic] that a responsible newsman could have authored it.

Right off the bat you say that local governments would lose $8 billion in tax revenues. Originally, this figure started at $6 billion, then it went up to $7 billion, now it's gone to $8 billion. I expect that soon it will go to $9 billion.

The truth of the matter is that the revenue loss will be closer to $6 billion that the figure you erroneously reported.

Dr. Koltar [sic] indicated that tuition would rise to $78 per unit if Prop. 13 passes. Wasn't Dr. Koltar [sic] given a big salary increase recently. Why not suggest that Dr. Koltar's salary be reduced by 15 per cent?

To hear Dr. Koltar [sic] tell it, Los Angeles Valley would become a ghost campus ... teachers walking the streets and begging for handouts, students stacked in classes without desks, campus dissidents running rampant, looting, raping and ravaging because of lack of security. It would be awful, stark.

The Behr trap is a sad substitute. It provides for a 30% reduction in taxes, but does not prevent the county assessor from raising valuations year after year, 50 to 100 percent this year. You get a 30 percent tax relief, and then a whopping increase in your assessed valuations, leaving you to pay an increase in taxes from 20 to 70%. Again, the Behr trap is good for one year, and can be repealed at the whim of the legislature at any time.

The biggest lie you make is that Howard Jarvis favors Prop. 13 because it will benefit the landlord. Jarvis was working on tax reform long before he became affiliated with the apartment association he heads. He owns no apartment houses. In fact, if Prop. 13 fails, property taxes will rise, will be passed on to tenants, and rents will go up.

Your lies continue apace when you say that sales taxes will increase to 12 to 15 percent. Do you know how much a one-cent increase in the sales tax will produce. You've never figured it out. Well, I'll tell you. One percent will produce $1.2 billion in revenue. If you think the sales tax will double, it will produce $7.2 billion; if it goes to 15%, as you so glibly suggest, it will gather $10.8 billion. This plus the $3.2 billion surplus the state now commands, will make the staggering total of $14 billion. That's enough money to fund the entire state budget.

Joseph J. Micciche,
PR Director, Prop. 13

Student Notices Some Tendencies

Dear Editor:

In listening to discussions about Proposition 13 and in reading about it in Valley Star, I've noticed some tendencies:

To overemphasize personalities, as, "Are you for Jarvis or for Behr?" or "Proposition 13 is supported by Briggs!" instead of just considering the merits of Proposition 13 and of SB 1 and Proposition 8. You could be for Proposition 13 without necessarily approving of characteristics of whoever else might be for it.

To see "class struggle" between apartment owners and renters when their interests are not incompatible (property taxes go down, then rents can go down). The real struggle is between the people (including owners and renters) and wasteful, oppressive, omnipotent government. (Howard Jarvis claims to be for limited government, which is a liberal value.)

To insist on "getting an education" no matter how. I'm for "quality" and an "open-door" and don't like the idea of tuition, but certainly the tax payers who provide our education oughtn't be our slaves. Nor should they be slaves of statist educators.

To disfavor Proposition 13 because it might help business. Surely not all business is corrupt. Yes, there are the "biznicrats" who use government to exploit, but there also at least a few liberal free-market businesspoeple who've earned their money honestly by supplying consumer demand, whose increased, unchained productivity would mean more jobs and more college scholarships and aid, and who could be our friends if we'd let them.

Moving from a fascist, welfare-warfare state to a free society isn't going to be easy, but if we think and keep aware, we'll do well. **Rob Myers**

LETTERS

The Valley Star is happy to receive and publish letters from Valley College students and citizens of the surrounding community.

Letters may be mailed to the Valley Star, or may be presented in person to the Valley Star office, Business-Journalism 114, by noon Monday for the following Thursday.

Letters should be typewritten with a maximum length of 350-400 words. They may be edited for length or conciseness. All letters should be signed, and students should state their majors. Names will be withheld upon request.

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Subliminal Advertising Examined

Ads Have Possible Dangerous Effects

By JOE LOVELL
Sports Editor

Through advertising, many people are being toyed with every day, and no one knows for sure what the consequence are.

Preying upon the subconscious mind of consumers, Madison Avenue is treading on unknown, and possibly dangerous ground.

The human brain, though very complex, is also very fragile.

While the idea of techniques in subliminal advertising is to get the consumer to buy a product, a significant number of people have had adverse reactions to the ads.

When shown a Gilbey's London Dry Gin ad, 62 percent of the people tested reported a feeling of sexual stimulation or excitement, and 9.5 percent of that group also had a pronounced fear reaction.

Readers of such ads could have negative feelings, even depression, and not even know why.

One woman's comments after looking at the ad was, "It is hideous, like a monster . . . Now I don't even want to look back at the ad to analyze it."

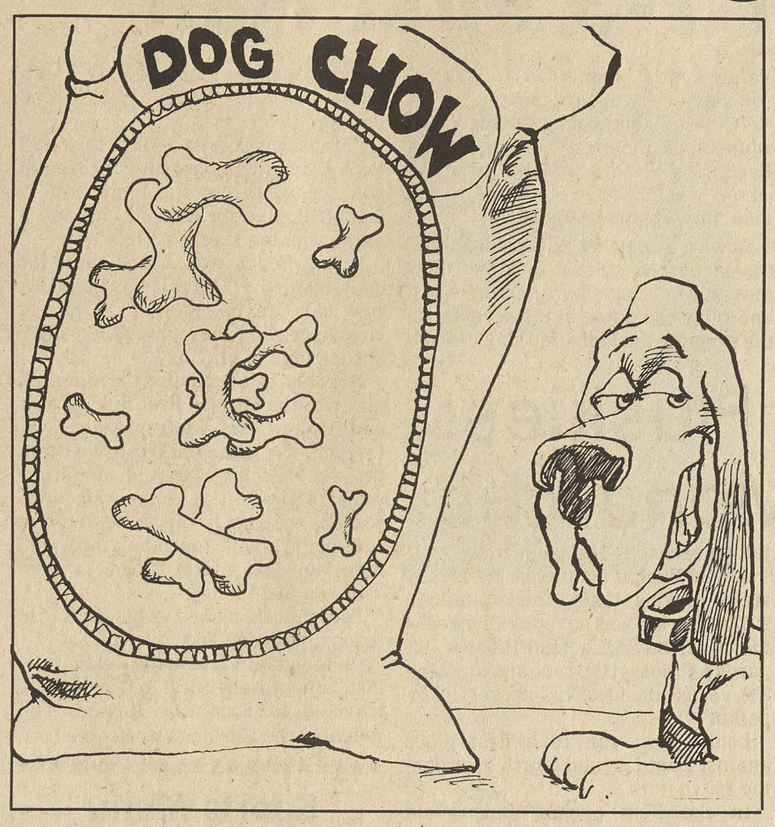
Working on both the conscious and subconscious minds, ads could cause extreme reactions in each, which would be in direct contrast.

For example, a young man might consciously desire a sexual experience so strongly that he can think of nothing else. At the unconscious level, however, the young man could be terrified of sexual involvement. The direct opposition could result in substantial unhappiness, even impotence.

By bombarding readers with sex and death, advertisers seem to be selling the people fantasies instead of products.

The human brain is capable of absorbing huge quantities of information that the conscious mind doesn't fully perceive. People remember the product simply because the ad had a lasting effect on that person. Therefore when shopping for a product, a person willpick a particular product subconsciously, without knowing why.

Death is used to symbolize the ending of life, just as sex (or love) symbolizes the beginning of life.



Not even man's best friend is spared the dirty tricks of subliminal advertising.

Commercials Appeal To Our Baser Side

By CAROL VARBLOW
Staff Writer

Subliminal seduction.

These words may look plain enough, and yet you may not know their meanings or the fact that you are being victimized and manipulated by them being directed to your subconscious mind through daily advertisements.

Subliminal seduction is the graffiti hidden in advertisements that your subconscious mind sees, remembers, and stores in your brain, yet your conscious mind did not see, or know what existed in the picture being viewed.

Many techniques are used in subliminal seduction.

One of these is verbal behavior, the four letter words which have proven to be effective in mass media responses.

Words such as shot (shit), whose (whore), pints (penis), cult (cunt), in which one or two letters are different demonstrate strong emotional reactions. Many of the advertisers use the word "come" in their ads.

Another technique used is airbrushing the word into a drawing or photograph very lightly or printing it into creased in the clothing, facial lines, or rough background surfaces.

One of the main techniques used is called embedding. The word is lightly etched in the photoengraving plate's surface. After printing it will be published with a little retouching by the artist.

"The subliminal promise to anyone buying Gilbert's Gin is simply a sexual orgy."

A good example of subliminal art appeared in the July 5, 1971, edition of Time Magazine, on the inside back cover was the Gilbey's London Dry Gin advertisement.

In this ad was pictured a bottle of gin standing next to a glass filled with four ice cubes, a lime slice, and the gin. When taking a careful look at the ice in the glass, the word sex is written in the ice cubes, each of the cubes having one letter, spelling downward. Men's and women's faces also appeared in the cubes.

In the reflection under the bottle of gin one could easily see the outline of a man's legs and partially erect genitals. The melting ice around the glass was colored green suggesting peace and tranquility, therefore showing its viewer that the scene was likely after orgasm, not before.

Other items found in the picture were vaginal lips, showing in one area open lips, and another closed. Altogether in the ad, there are five people—three women and two men.

The subliminal promise to anyone buying Gilbey's gin is simply a good old fashioned sexual orgy.

"Subliminal stimuli is used in music also. The Beatles used it often."

Election campaign candidates have been found to use the embedding technique in their campaign literature. Many used the word SEX embedded in their photographs. When looking closely the word SEX was written all over the candidate's face.

Subliminal stimuli is used in music also. The Beatles used it often.

In 1968 Capitol Recrods released "Sergeant Pepper's Lonely Hearts Club Band." In the album drugs were dealt with in songs "Fixing a Hole" and "Lucy in the Sky with Diamonds"—a not so hidden reference to LSD. Many of the phrases used in this song convey the hallucinations from an acid trip: "With tangerine trees and marmalade skies . . . "

Subliminal seduction began during the World War I period. Norman Rockwell's first cover on the Saturday Evening Post during 1917 incorporated embedded SEXes.

As long as it works and is legal, it will probably last for many more years.

NOT ENOUGH SWITCHES

Intercom System Useful—Not Used

Music, messages, and emergency information can be relayed to classrooms and administrative office through the college intercom/public address system, but it is rarely used.

Twenty-five years ago, the speakers were installed in existing campus rooms, and hooked up to a master control board in the administration building.

Originally, the intent of the system was to allow emergency messages to be sent to an instructor or an individual classroom. It could also broadcast a simultaneous warning to all the rooms with speakers in case of a disaster, by the use of a master switch.

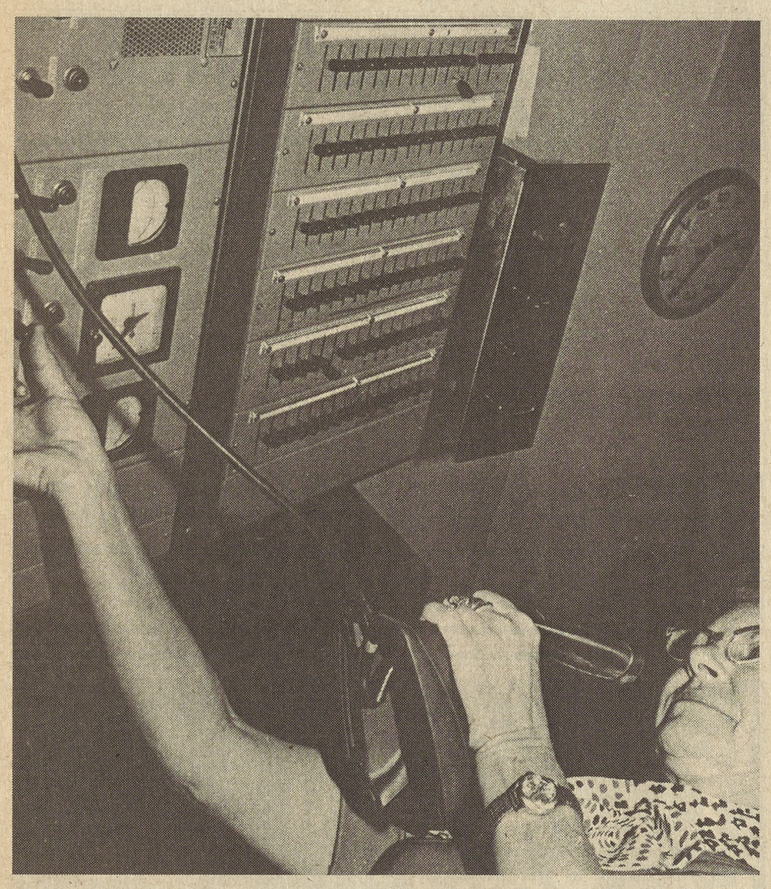
Problems arose when it was found that, "By the time we built our Campus Center, we had too many speakers for the number of switches on the control board," said George Palovitch, head electrician.

Adding more switches to connect the Campus Center and the more recently constructed bungalows to the system would have meant a major modification, and the project was too costly for the district to come up with the funds, according to Palovitch.

At present, only two switches on the board are used, said Terrye Hoffman, KVCM station manager. One is used to pipe "beautiful music" into offices in the administration building, and the other connects those administrative offices to the campus radio station for a two hour broadcast in the mornings.

Classrooms with speakers have a switch on the wall to enable people to speak back to the control room by depressing the switch and talking into a microphone inside the speaker.

The switch is on a spring, which causes it to remain open unless depressed, and it is also difficult to get a message through the system this way as there is usually no one in the control room to listen.



TESTING . . . —The control switches that operate Valley's intercom system are demonstrated. Photo by Opal Cullins

Choices for Future At Women's Forum

Rape, self-defense, employment opportunities . . .

Women's Forum provides a program about relevant social issues such as these which are pertinent to women.

Women's Forum began its Spring/Summer session at the Burbank Central Library on April 12th, with a presentation on Child Abuse. Continuing with the next program on April 26th, the Forum meets every two weeks on Wednesday from 7:30 p.m. to 9:30 p.m. All programs are fee.

Co-sponsored by the Outreach Program and The Center for New Direction of Valley College, the Burbank Park and Recreation Department, and the city of Burbank Library Department, the program is a success due to the efforts of Lynn Magnan-Donovan, Coordinator.

"I am very concerned about women's issues," remarked Ms. Magnan-Donova. "I take great care to get speakers who have expertise on the subejct as well as considerable lecturing experience."

The following is the schedule for the relevant social issues to be presented by the Women's Forum:

APRIL 26: MENOPAUSE—A Mid-Life Crisis? Susanne Morgan, Ph. D.; Physiological and psychological changes that accompany menopause.

MAY 10: RAPE—The Quiet Crisis ** The Los Angeles Commission on Assaults Against Women; Representative from the Commission will discuss historical background of rape, medical and legal concerns of the rape victim and of the assailant.

MAY 24: SELF-DEFENSE FOR WOEMEN—Women are Capable **, Betty Brooks, Instructor-Center for New Direction; Demonstration of practical application of self-defense techniques to fend off potential assault.

JUNE 7: EMPLOYMENT BREAKTHROUGH—Alternatives and Opportunities, Helen Zunic, Jennifer Bertelsen; Assessing of skills and goals in order to pursue a fulfilling and successful career. Opportunities in non-tradtional jobs.

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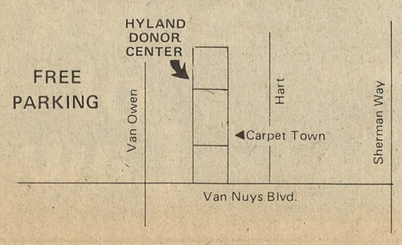

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Valley Nine Opens Second-Round Action Today After 7-3 First Half

By HAL KLEIN
Staff Writer

After falling short in the first half, the Monarch's baseball team will try to redeem themselves, as they open up the second half of play today at El Camino at 2:30 p.m.

The Monarchs finsihed the first half with a 7-3 record, and 17-6 overall.

"We are disappointed that we did not win the first half," said Coach Dave Snow. "Our attitude is one of great anticipation to try and prove that we are the best team in the second."

Flashing back on the past week Valley opened up by losing to Bakersfield 6-2. The Monarchs opened up the scoring in the fourth inning with a walk to David Yobs and a triple by Mark Trentacosta to give Valley a 1-0 lead.

Bakersfield was not to be denied, as they came back with two runs in the top of the fifth to take lead for good. Valley's ninth inning rally fell short, yielding only one run.

VC went southbound to meet the winners of the first half, the Long Beach City Vikings, and they came out on top, winning 7-6 in 10 innings, to end their three-game losing streak.

Down 5-0 going into the sixth inning, the Monarchs started to make their move by scoring one run in the sixth, and tying the game in the seventh. In the seventh, the Lions had singles from Carson Carroll, Yobs, 'Trent', and a triple by Paul 'Pablo' Plinski who drove in two runs.

Both teams scored a run in the ninth inning, and the Lions came through to win the game, in the tenth with a leadoff double by Roger Lang and a game winning single by Jeff Wise.

"Long Beach was a key game for us," said Snow. "After losing three in a row our team showed a lot of character, and they played like they are capable of playing."

Next on the agenda for the Monarch nine was the Mission Free Spirits, new addition to the Metropolitan Conference. The game was close going into the sixth inning, but the Monarchs were to break the game wide open scoring six runs in the sixth, and five runs in the eight capped by a three-run homerun by Andre David to give Valley a 15-2 victory.

Tom Poloski picked up his sixth win, against only one loss, overall.

On Monday, VC took the field for the last time in the first half, as they traveled to East Los Angeles and defeated the Huskies by a score of 6-1.

★★★★★★★★★★★★★★★★★★★★

Sports Menu

Men's

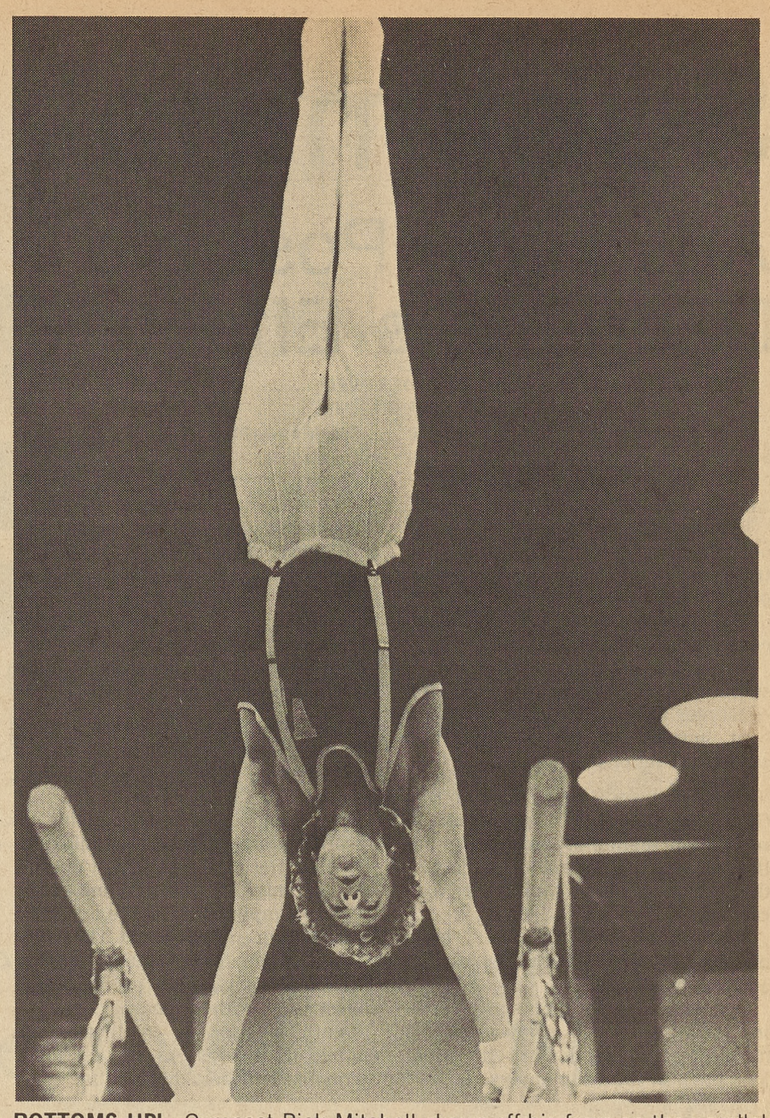
Tennis—Valley at El Camino today, 2 p.m.; Bakersfield at Valley, Tuesday, April 18, 2 p.m.
Volleyball—Long Beach at Valley tomorrow, 3:30 p.m.; El Camino at Valley, Wednesday, April 19, 3:30 p.m.
Golf—Valley at Bakersfield Tournament, Monday, April 17, noon.

HOCKEY FANS—Valley will host Pierce in game two in the final playoff series, Monday night, 10:30 p.m., at the Laurel Plaza Ice Rink. Pierce won game one 5-2, in the best of three series.

Women's

Basketball—Valley at Pasadena, today, 4 p.m.; Fullerton at Valley, tomorrow, 7:30 p.m.
Softball—East L.A. at Valley, tomorrow, 3:30 p.m.; Valley at Mission, Monday, April 17, 3:30 p.m.
Tennis—El Camino at Valley, today, 2 p.m.; Valley at Bakersfield, Tuesday, April 17, 2 p.m.
Track—Bakersfield Relays, tomorrow, all day.
Swimming—Long Beach at Valley, tomorrow, 2:30 p.m.

★★★★★★★★★★★★★★★★★★★★



BOTTOMS UP!—Gymnast Rick Mitchell shows off his form on the parallel bars for Valley. The Monarchs, coached by Gary Honjio, are 6-5 on the year, and will face Long Beach today at 7:30 p.m. in Viking territory.
Photo by Parker Seeman

VC Tracksters Down Huskies; Bakersfield Defeats Monarchs

By JESSE BOLD
Assoc. Sports Editor

Once a team filled with the hope and confidence of winning a championship, Valley's track and field team's dream washed away Friday, just like the rains wnich always seemed to come down on the day of their meets.

The Monarchs traveled up to Bakersfield to run in a double-duel meet against the Renegades and East L.A. The results were a resounding defeat at the hands of Bakersfield 101-43 and a face saving 83-49 victory over the Huskies, giving the Monarchs a 2-4 record, one more defeat than last year.

Against Bakersfield, a few fine efforts were put in by Valley runners. Adam Messer won the 1500 meters in a meet record time of 3:57.5. Messer overtook teammate Steve Brumwell with about 130 yards remaining in the race. Mario Solano took third place against East L.A., but came in fourth in the race overall.

Nathan Forest, coming off a 48.2 run against Pasadena, won the 400 meters in an excellent time of 49.3 considering the strong head wind that hit the runners coming off the final turn.

Kiran McClelland had a good day for Valley, winning the 200 meters, and taking second in the 100 meters.

Kevin Burkin continued his steady string of wins, taking the two-mile in 9:07.7. Burkin was never challenged in the race, having a lead of over 100 yards for most of the race and finishing 230 yards ahead of his nearest competitor.

Louis Silva ran to a first place against East LA, and fourth overall in the 800 meters.

In the field events, Bakersfield outclassed Valley's field event men winning all seven of the events. Valley managed only eight points against Bakersfield.

SWAMP PIERCE, 77-26

Swimmers Win Third Straight

By JEFF SCHULTZ
Staff Writer

Valley swim coach Bill Krauss has used the words "improving" and "experienced" to describe his Monarchs all season long.

He has put special emphasis on them after Valley's last three meets, and it's no wonder—the Monarchs have won all three.

Led by Steve Wolvek's new school record and Harold Wood's pair of wins in the sprint events, the Monarchs defeated Pierce, 77-26, last Friday to capture their third straight Metropolitan Conference meet.

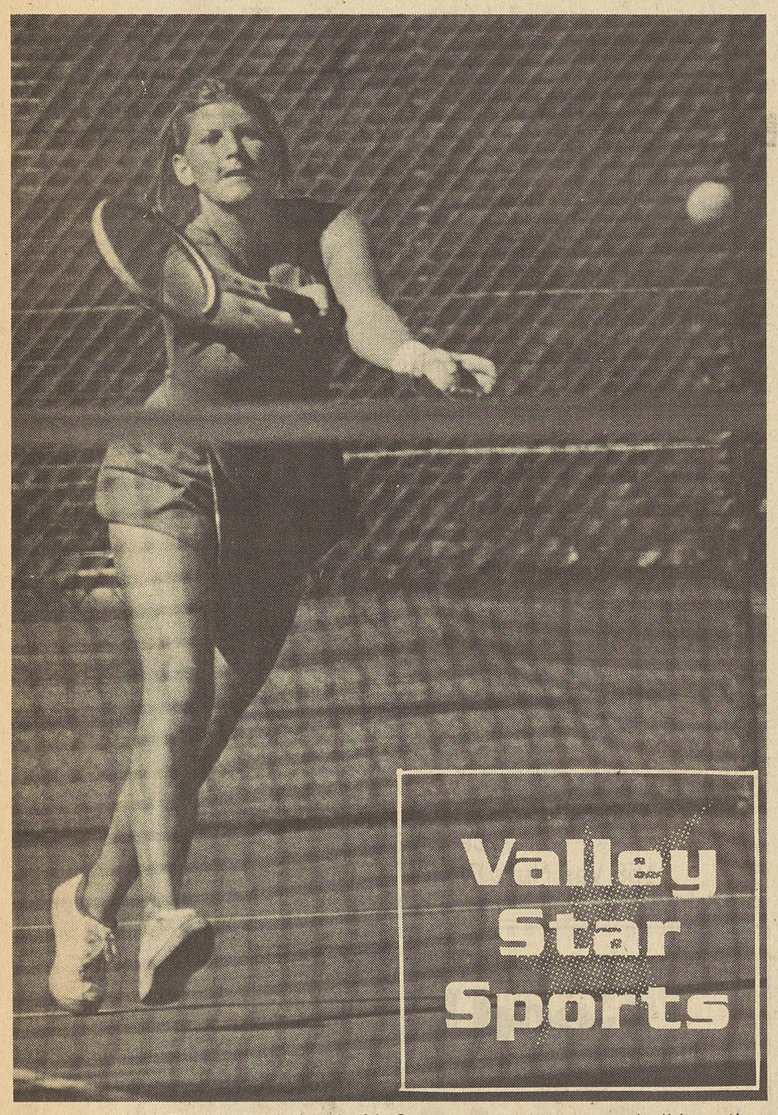
Valley, 3-2 in Metro play and 7-2 overall, will host Long Beach Friday (2:30 p.m.) in its final conference meet of the year.

Wolvek, who has been almost invincible in the distant races this year, set a new school record in the 1000-yard freestyle with a clocking of 10:04.4.

Wood, enjoying success this season in the sprint events, took wins in the 50 free at 23.3 and the 100 free at 50.0. Wood also anchored the Monarchs' win in the 400 free relay (3:23.6) with Wolvek, Dale Ernstmeyer, and Rob Young swimming the first three legs of the race.

Sophomore Ed Bushman, who has come on in recent weeks, also took a pair of victories with season-best-times of 1:51.6 in the 200 free and 2:14.3 in the 200 backstroke.

Other Monarchs with their best times were Ken McDonald in the 200 individual medley (first at 2:10.9), Steve Wienecke in the 500 free (first at 5:05.9), and Steve Stuart in the 200 breaststroke (second at 2:31.7).



A REAL SWINGER—Valley's Linda McQuon gets set to return ball in action against Pierce. The Monarchs came up short, losing 8-1.

Women Tracksters Achieve 3-3 Season

Completing their first season ever, Valley's women's track team finished with a very respectable 3-3 mark, under coach Mike Wagonbach.

At Bakersfield last Friday, the women defeated Cerritos 76-17, but got trounced by the Renegades 89-19, in the double-dual meet.

Carol Ritchie led the way for the Monarchs, picking up Valley's only win against Bakersfield in the javelin (108'-1"). Ritchie, who has qualified for the So. Cal. Prelims, to be held later this month, also took first place in the javelin against Cerritos, throwing uncontested for the win.

Greta McConnel, the second team member to qualify for So. Cal., ran and threw for a couple of firsts with wins in the long jump (15'-10.75") and a shot put (35'-5½").

Kathy McElroy won the 400 meters against Cerritos, but came in second to Bakersfield in the race.

Debbie Nelson came home second in the 3000 meters in 13:08.4, and teammate Piere Arcidiacone took third in 13:13.8 against Bakersfield. Arcidiacone also had a second in the 1500 meters against Cerritos.

Women Cagers Surpass Officials, Pierce, 69-65

Bringing a perfect 4-0 conference record into the game, the Monarchs women's basketball team defeated Pierce College, 69-65, behind Katie Cross' 27 points, 18 of which came in the second half.

The game might have been a rout for Valley, except for the Brahmas' advantage at the free throw line.

"The fouls really made this a close game," said Coach Marla O'Connell. "And there were some poor calls being made by the official."

Valley used a hustling, pressing defense to take a 41-21 half-time lead, as Joyce Bergner pumped in 17 of her total 19 points in the first half.

Cross, who is averaging 20 points a game, had only nine at the half, but dished off a handful of assists leading to easy Monarch baskets.

Holding a two-point lead with a minute left in the game, the Valley defense dug in to protect the victory. Kathy Elvin grabbed a rebound of an errant Pierce shot, fired an outlet pass to Cross, who hit Debbie Broadway for a clinching layup.

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Valley Stage Managers Miss Out on Spotlight

LADY ON A LADDER—Jann Sherman takes her brush to a set in preparation of the Theatre Arts production "A Flea in Her Ear."

Photo by Tom Neerken

By HARRY FISHER
Assoc. Fine Arts Editor

Most of them go unnoticed, but without them there would be no show.

Around the Theatre Arts Department they're known as "techies," but their official designation is "stage manager." Though they head up the technical crew for stage productions, stage managers are virtually unheard of by most students at Valley.

Despite this, Debbie Apple, a theatre arts major and stage manager for the upcoming "Tobacco Road" production, is one "techy" who feels she really is in the spotlight.

"Out of all the people working on the sets," she says, "physically, we probably work the hardest."

"But most people don't realize this," she added. "I figure we're here about 60 to 70 hours a week.

Paul Stickelmaier, another stage manager in the department, and who will be responsible for yet another upcoming play, "A Flea in Her Ear," feels that his job is rewarding enough to justify such hard work.

"If nothing else," he says, "When I get out of here I will be able to work in a community type of theatre, which will give me the experience to move on to bigger things."

Debbie Apple

"One thing I've learned from my job as stage manager is the need to get along with people."

Though the stage manager is traditionally thought of as the person who mediates between the actors, crew, directors and publicity people, many times, according to Stickelmaier, the job involves much more.

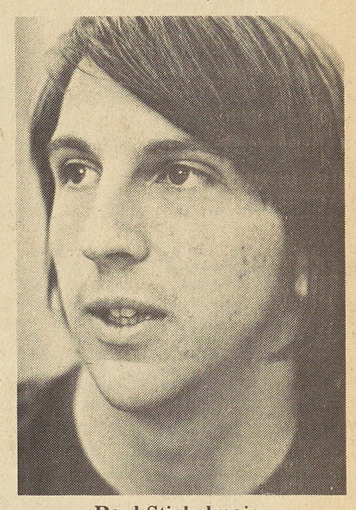
"We're here an hour and a half usually before every rehearsal and usually up until 12:00 at night," exclaims Stickelmaier, "because we have to deal with everyone."

Stickelmaier, who has worked on several productions since he started majoring in theatre arts at LAVC, commented that he felt the stage manager is often a poor judge of a production, despite all of his knowledge.

"The problem, he says, "is that you see the production from beginning to end so many times you forget about the impact of the finished product; you're watching it progress from the first rehearsal to the final performance.

"And once the play's engagement starts," he adds, "it's the stage manager's job to make sure everything is running smoothly.

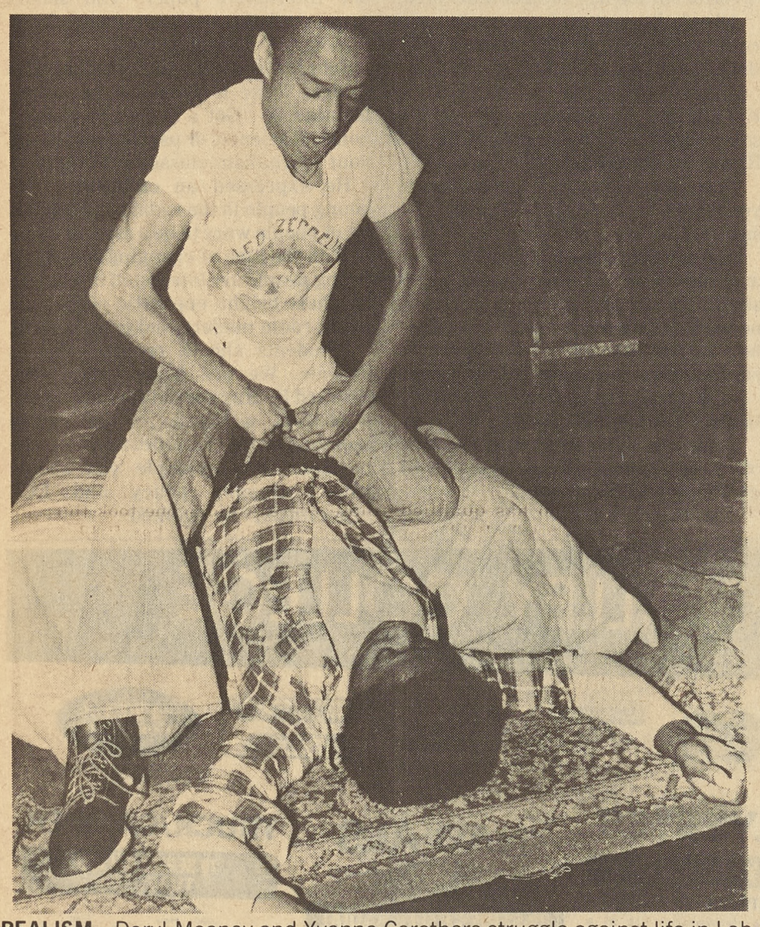
"But the most important thing," stresses Apple, "is not the amount of hours you put in, but the fact that you enjoy what you're doing. Because we really enjoy doing what we're doing so much that it doesn't even seem like work."



Paul Stickelmaier

"The stage manager arrives an hour and a half before every rehearsal, which sometimes goes till midnight."

Lab Theatre Director Works Toward Revised Values with Debut Today



REALISM—Daryl Mooney and Yvonne Corothers struggle against life in Lab Theatre one-act today at 11 a.m. and again at 8 p.m. in the Little Theatre.

Photo by Opal Cullins.

By GERALD SITSER
Fine Arts Editor

Dwayne Mooney is hoping that his first directing job in Valley's Lab Theatre will do more than just entertain the audience.

Sensing a definite need for change in the casting and subject matter of the Theatre Arts Department, Mooney, enrolled in the department's advanced directing course, will be making his directorial debut today at 11 a.m. and again tonight at 8 in the Little Theatre with "Today is the First Day of the Rest of Your Life," an adaption of the performance in March by the club Jamaa II.

"We will have the first all-Black cast ever in a play at this college," says Mooney, a Black student who has seen an "imbalance" in casting minorities for starring roles during his three semesters here.

"I know we have the talent," Mooney says, "but we have to work harder to get it exposed. Minorities have a harder time getting those leads."

Mooney doesn't cite discrimination as the cause of casting discrepencies, but attributes the problem to the department policy, as he sees it, of consistently turning out productions that he labels as "family shows."

"We have to get away from all that," the director maintains, "because the people on this campus are looking for realism in the theatre. I want to give them 'today' and not just another classic."

Mooney saw the necessity of producing his own play to put the values he feels are important on the Valley stage, and has received enthusiastic support from the department. In his words, "They've let me do what I want."

Mooney saw the kind of realism he is striving for when, as a member of Jamaa II, he performed in "Today is ... " last month. Since Lab Theatre productions must be one-act plays, he adapted the last scene for his production, working on the script with author David Horne.

"The last scene is really the strongest," Mooney says. "The play itself is about everyday life between man and woman and the choices they have to make. It's going to be very real."

Fine Arts Happening

Wind Ensemble Today

The LAVC Wind Ensemble, under the baton of Irvin Pope, will give a free concert today at 11 a.m. in Monarch Hall, featuring music from the Chicago X album.

Raising the Dickens

The film classic "Great Expectations" (1947) will screen on Tuesday, April 18, at 12:45 and 7 p.m. in Monarch Hall, sponsored by the English Department. Admission is free.

African Music Concert

Authentic, traditional music and dance from Africa will be performed by the Cal Arts African Music Ensemble at a special concert, free, next Thursday, April 20, at 11 a.m. in Monarch Hall.

Bedtime Story

Doris Day and John Raitt star in the musical "The Pajama Game" which screens on Monday at 7:30 p.m. in Monarch Hall. Admission is Free.

A Little Night Music

Guest artists Patricia Willinborg, soprano, and Joan Lunde, cello, present a free evening of chamber music, sponsored by Valley's Italian Club, this Wednesday evening at 8 in Monarch Hall.

RECORD REVIEW

New Direction for McCartney

By HARRY FISHER
Assoc. Fine Arts Editor

There's a lot of talk about records these days at Valley, and one of the most talked about appears to be the new Paul McCartney and Wings' release, "London Town."

While the popularity of such facets of music as punk rock appears to be spreading like virus, there is still a sizeable demand for such areas as pop-rock, and perhaps this is why "London Town" is so successful.

Originally scheduled to be a two-record set, the album contains fifteen songs, and displays more diversified playing by the group than any of their previous recordings.

Among the many interesting cuts on the L.p., is one song dedicated to Elvis.

"I had this idea to write a song much like the way Elvis did in the old "Sun" days, but unfortunately I didn't finish it until he died," revealed McCartney in a recent "FM" interview.

Other featured cuts on the l.p. include, "Cafe on the Left Bank," a song about McCartney's visits to Paris; "I've Had Enough," which was written and recorded almost exactly like an old Little Richard record; and "With a Little Luck," which is the new single from the album.

One of the last songs on the first side of the album is called "Cuff Link," which features an interesting dual synthesizer extravaganza ala Denny Laine and McCartney.

As for the groups' playing, musicianshiply it couldn't be better.

As always, McCartney's bass playing is more than proficient, but most importantly, there is a wider variety of instruments used—everything from acoustic guitars to an electronic device which sounds like an orchestra when hooked up to an electric guitar.

But above all, it is the use of such musical devices, along with much creative songwriting, which makes the album so listenable and easy flowing.

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Raising of Grade Point Average For Dean's List Results in Decline

By EIRAM POLLARD
Staff Writer

Increased grade requirements for the Dean's List have caused a dramatic decline in the number of students who qualified last semester.

To qualify for the list, a 3.6 grade average in 12 or more units for the preceding semester is needed, or 30 units over several semesters with a 3.6 grade point average in no less than 6 units carried in the semester in which he qualifies.

Allan Keller, assistant dean of instruction, said, "There appears to be a reversal in the grade inflation trend, and a trend towards tightening of the scholastic standards." As evidence of this trend, Keller points out the hike in the GPA from 3.5 to 3.6 for the list.

The percentage of the studetn body to make the list for the fall semester was the lowest since 1971, three percent. The amount of students to achieve the honor in Fall '76 was 896, or 4.18 percent of all students registered.

When asked if he felt that with the new requirements the percentage would remain at its present rate, Keller answered, "I cannot predict what the percentage will be, we will have to study it over several years to see a trend."

★★★★★★★★★★★★ Dean's List for Fall '77 ★★★★★★★★★★★★

Janice Abell (4), Mignon Abeln (2), Cherie Abrams (2), Maria Acevedo, Virginia Adame (, Kazuko Akakabe, Susan Alberti (3), Susan Alpert, Gail Alsen (2), Mark Anderson (2), Craig Angelich (3), Harold Appel, Millie Aptel (3), Kevork Arakelian (3), Nick Arnold, Linda Avila (2), Bessa Axelrod.

Robert Babbitt, Renee Baer (2), Charlotte Bagby (4), Honey Bahna (2), Anna Baker, Steven Barnett (3), Leslee Baronian, Valerie Barrack, Patricia Barrier, Jody Bayless (2), John Beal (3), Virginia Beals (6), Marilyn Behar, Debra Beltran (4), Thomas Benhoff, Gail Benjamin (2), Lynn Bennett, Robert Benny, Geri Benson (3), Susan Bentley, Nancy Benze, Joseph Berardino, Linda Berg (4), Nicki Berlant, Mark Berman, Jan Bernards (2), Scott Beshears (3), Lorri Biasi, Shirley Binder (2), William Binder (3), Steven Blake, Mae Blanton (3), Frances Blaustein, Julie Blecha, Beth Bloomfield, Joel Bloomstone, Lisa Blough, Jean Bonanno, James Borden (2), Winston Bothell, Greg Bough, Robin Bourne, Gail Bowman (4), Susan Bowman, Dianne Bowne (4), Katherine Branch, Susàn Brauner (4), Margaret Braver, Elaine Brazil, Susan Bridenbaugh (3), Cynthia Bristow, Ken Brown (3), Paul Brown, Clara Brownbridge (2), Michael Buck (2), James Burns (4), Cecil Butteris (2).

Dorothy Caldwell (3), Anneliese Cameron (3), Joan Campbell, Catherine Canfield, Carl Carlson, Carson Carroll (2), Steven Carroll, Gale Carruthers, Tina Carter, Luci Caruso, Roger Cassidy (5), Sondra Cemper (3), Cathy Champion,, Jay Chavkin (2), Barbara Cheen, Jane Chen, Debra Cherno, Ellen Chesler, Kwang Choi (3), Sang Choi (3), Irene Chow, Stan Chudy, Sherron Clark, Melinda Clarkson, Suzanne Coane (3), William Coburn, Abe Cohen (2), Eddie Cohen, Richard Cohen (3), Yolanda Collado, Linda Colley (2), Lorraine Comer, Martin Comroe, Leslie Conway,
Richard Cooper, Shirley Cordova, Craig Cornelius, David Corwin (5), Barbara Courtney (3), Lois Cowgill, Kevin Cramer, Robert Crosby (2), Kathy Crown (2), Joan Curtis (4), Jayne Cutler, June Czapla (4).

Cheryl Darnell (3), Blair Davis, Jon Davis, Margaret Day, Linda Deao (2), Debra Deciancio (2), Michael Deckard, Stephen Decker, Joanne Degidio, Adolphe Dejong (3), Diane Delmedico, Dorothy Desmond (3), Donna Devens (2), Jerilynn Dickinson, Charles Dimond, Doan Khanh Do (3), Tung Do, Richard Dolliver, John Donohue (2), Sandra Dunckley (2), Catherine Dunkel (2), Kathryn Dunn, Shirley Dunn.

Wendy Eagan, Michael Eberts, Kris Edgerly (2), Naomi Eisley, Antonia Elias, Amy Emmer (2), Juri Estam, Janet Evans, Dawn Everhart (2), Harriet Ezekiel (3).

Margaret Fagin (4), Maureen Fahey, Nancy Falk (3), Michael Farley, Della Farren (4), Robert Fentress (3), Disa Fink (4), Pam Firestone, Roberta Firestone, Harry Fisher (2), Maxine Flam, Irene Flock, Miguel Flores, Sally Foley, Mariano Fonacier, Patricia Foster, Dahlia Francis, Evelyn Frank, Rene Fraser, Mark Fredrickson (2), Peter Friedkin, Roslyn Friedman, Sadako Fukuzawa, Mary Fulton.

Holly Gagnier, Diane Gallagher, Shirley Garza (4), Lloyd Gentry, Mark Geyer (6), Valora Gibson (2), Jean Gilbertson, Robert Gilbertson, Joi Gillett, Arona Ginsbert, Richard Girgado, Richard Gitlin (2), Lynn Glaser, Lisa Glenn, Richard Glynn (5), Beatrice Gold, Helen Gold (2), Paul Gomberg, Caroline Good, Lynn Goodman, Evan Gordon (2), Sharon Gordon, Lucille Gorman (2), Michael Gould, Judith Gowing, Bernard Grabois, Catherine Graflund (2), Jean Graham (3), Joshua Grant, Barbara Gravelle, Gale Greene, Susan Greer, Glen Gregos (3), Tina Grigg, Tony Grijalva (4), Gary Grimes (3), Robert Grumman (7), Carolina (3), Florence Gunby, Josefina Guzmeli.

Rudolf Haas, Beverly Haber, Marla Hall, Ramona Hall (3), Lisa Halperin (2), Alan Hamilton, Lydia Hammerman, Barbara Hancock (2), Laurie Hare (4), Susan Harmon (2), Sidney Harr (3), Linda Harrison, Toby Hartman (2), Barry Hautz, Susan Hawthorne, Dawn Hayashi, Carol Heiman (2), Piper Heisig (2), Eileen Heller (7), Michelle Hellie, Tamara Helms, Elissa Henkin, Denise Henzi, Alfred Hergott, Kevin Hicks, Julie Hiller, Rosalie Hiller, Pamela Hoffman (5), Linda Hoggatt, Shelley Holden (2), William Hollinger, Virginia Hollywood (4), Edward Holmes (3), Mitzi Holt (4), Roberta Holyoak, Susan Hontz (6), Stephanie Horwitz (2), April Howard, (3), Steven Hronek, Carol Humphrey (2), Kitty Humphrey (2), Bonnie Hunt, Patrick Hunter (3), Michael Huntley, Nancy Hutchins, Michelle Hwang.

Minoru Inae, Norlene Ingram (4), Kathy Jackson (2), Anna Jacobs, Ruth Jacobson, Jeffery Jerden (3), Gail Johns (3), Carol Johnson, Carole Johnson, Catherine Johnson (3), Cheryl Johnson (2), Mary Johnson, Wayne Johnson, Kathryn Jones (2), Kathleen Jordan, Lee Jordan, Pamela Jordan (3), Richard Jusko.

Sara Kabat, Hillary Kahn, Kevin Kammer (2), Kurt Kamph, Gordon Kaplan (3), Maurice Karrel (7), Joe Kehoe (2), Maureen Kenney, Raisa Kilbride (3), Shannon Kille, Jung Kim (2), Yongmin Kim, Linda Kime (2), Jean Kinney, Robin Kirkpatrick, Esther Klein, Karla Klocki, Susan Konarzewski, Laurel Korber (2), Mark Krouse, Andrew Kubrian, Mark Kurvers, James Kuyper (2).

Richard Labansat, David Lagassey, Bonny Lamonica, Hope Langbaum, Deborah Lapides (3), Lau Kin, Donna Laughlin (2), Nancy Lawson, David Lazo (4), Charlene Lebman, Judith Lecolst (3), Danyus Lee (3), Daphne Lee (3), Julia Lin Iok Lei, Linda Leibon, Peggy Lepisto, Terry Levi, Aaron Levine, Laura Levinsky, Marlene Levinson, Lee Lewis, Leroy Lightfoot, John Lin, Michael Litteken (3), Fawn Littman (2), Mark Lobue, Joanne Logan (3), Dean Longo, Fredrick Lopez (2), Susan Lowry (2), Laurie Lucas, Diana Ludwick (3), Judy Lukasiewicz, Tami Lumel (2), Cora Lunde, Phyllis Lunine (3), Kathryn Lynch (4).

Kristin MacDougal, Nan Macgregorscott (2), Taura Mackem, Debra Macpherson, Lawrence Madrid (4), Howard Maize (3), Leslie Malakowsky (2), Lance Malkin, Julie Manning, Kathryn Martin, Diana Martinez (4), Yvette Martini (3), Brian Mathison (3), Jan Maxwell (3), Helga Mayers, Peggy Maynez, Elizabeth McCarthy (2), John McCarthy (2), Daniel McCary, Phillip McCary (2), Marcia McClain (2), Lynnette McCulley, Patricia McCurdy (5), Ann McDonough, Phyllis McElroy (3), Eva McKeever, Jill McQuary, Steve McSkimming (5), Dave Mehoves (2), Donna Merrill (5), Barbara Messhnger (3), Hanspeter Meyer, Larry Michels (5), Carol Mickens, Doublas Micko, Charlotte Miller, David Miller, Frederick Miller (2), Julie Miller, Liliana Miller, Phyllis Miller, Robert Miller (8), Russell Miller, Cheryl Mirvis, Shirley Mitchell (3), K. Monderine, Sunny Monolias (2), Renee Montenegro (2), Samuel Montoya (4), Donna Moore (2), Joan Moore (3), William Moore (5), Roberta Morgen, Gregory Morrison, Noshir Mullaferoze (3), Jane Mullen, Terrence Mulligan, Robert Myers (2), Mary Myint (2), Farrokh Nainavaii.

Deborah Nelson (2), Joanne Nelson, Sharon Newell, Pamela Newman, Hong Duc Nguyen (3), Hoang Nguyen, Hong Phuc Nguyen (4), Son Nguyen, Jason Nicolai, Janice Nissen (3), Craig Nofal (2), Leo Nolan (3), Marlene Nordberg, Kristen Nordgren, James Norman.

Ruth Olaughlin, Margot Olavarria, Robin Oliver (2), Jerome Olsen (3), Judith Onstead (3), Vicky Orloff, Frances Osumi (3), Steve Oswalt, Laraine Outram.

Janet Pachorek, Maureen Page, Gladys Palast, Sung Park (2), Young C. Park (2), Young K. Park, Becci Parker (3), John Parker, Kathleen Parra, Carolyn Parsons, Joel Pasternack, Norman Paul (4), David Pearce, Beatrice Pearlstein (3), Steven Pepper, Michal Perkins (3), Robert Perkins, Stuart Perlitsh, Dale Petersen, Alan Petrasek, Tri Pham (3), Frank Piccuilla (3), Rudolf Pichardo, Ann Pickavet (2), Jeanette Piggott, Lisa Piva (3), Karen Plemmons (2), Paula Ponce, Randall Porter (3), Lee Proctor (2), Virginia Purdum (3), Howard Purgason (2), Patricia Putty (3), Gerardo Quesada.

Tobi Rael, Louis Rafti (3), Michael Ramirezmares (3), Russell Raymond, Yahel Raymond (6), Billy Reed, Monte Reed, Deborah Reeve (2), Lee Reifman, John Reinhardt (3), Moss Reynolds, Kenneth Richardson, Dennis Rivas, Sun Ro (2), Debby Roback, Stephanie Robak (2), Teresa Roberts (3), Louis Robins (2), Charles Robinson (4), Collette Robinson, Gregory Rodgers, Phillip Rodriguez, Rosaline Rogers, Vito Ramano (2), Miguel Ronquillo (3), Paula Rosales, Cindy Rosen, Mark Rosenberg, Gene Roski (3), Rosanna Ross (2), Rose Ross (2), Itzhak Rostovsky (2), David Rotstein (3), Janet Rudy, Joella Rummel (2), Carolyn Russell, Eileen Russell (2), Roseann Rutz.

Wayne Sacchi, Alejandra Salazar (2), Clara Salazar, Robert Salcedo, Jeffrey Sams, Mark Santoro (4), Joel Sarver, Dana Saunders, Kenneth Sausen, Norneen Sayles, Tamara Schlecht, Daniela Schmid, Maria Schnell (3), Betty Schorse, Beth Schuffrin, Barbara Schwartz, Debra Schwartz, Gail Schwartz (2), Julie Scinto (5), Sandra Scrivner, Parker Seeman, Irving Seltzer, Song Seo, Mary Shaffer (2), Darcy Sharp, June Sharpe (2), Melissa Shattuck, Samuel Shaw, William Sheinfeld, Debby Shelton, Elizabeth Sheppard, Janet Sherman, Maxine Sheron (3), Jill Siegel, Joan Siegel (3), Loraine Silva, Adrien Simmons, Lynn Simons, Leon Singer (15), Mitch Singer (3), Shari Singer, Donna Slattery, Jeanna Sless, Cynthia Slike, Barry Slobin (2), Sherry Small,

Jean Smiling (2), Barbara Smith, Cathy Smith (3), Debbie Smith (2), Gail Smith, Joyce Smith (2), Sandra Smith, Susan Smith (2), Susanne Snyder (2), Deborah Sparks (2), Robin Spear, David Spector (4), Marsha Spector (4), Kristie Spencer (3), Katherine Spikings, Helga Spizman (5), Greta St Clair, Joann Standifird (2), Ann Stanton (2), Sharon Starer (3), Sharon Stearns (3), Robin Steckler, Judith Steimer (2), Robin Steimer, Steve Stevens, David Stevenson, James Stiles, Linda Stober, Yoko Stock, Harvey Stockler (2), Susan Stoll (2), Randall Stone, Ronald Stone (3), Steve Stone, Sage Stormcreek, Susan Stover, Paul Strickland, Elien Sugarman, Renan Sugarman, Therese Sumida (2), Ellen Swartzenburg (2), Martin Swope (2), Ingrid Szillinshi.

Rose Tang (4), Jeffrey Taubman (3), Janet Taylor, Carol Teitelbaum (2), Robert Tereska, Carole Thalman (2), Cynthia Thomas, Susan Thomas (4), Mark Thompson, Mary Tillinghast (7) Bettina Tinay (6), Sharon Toalson (2), Katherine Tollman, Randy Tomita, Marylyn Tonis, Daniel Torres (2), Gonzalio Torres, Hieu Tran, Doba Treitel, Maria Trevino, Maria Triana, John Tucker (2), Chris Tune, Anna Tung, Ursula Turk, John Turner (4), Keith Turner (2), Kerry Turner, Marilyn Turner, Nancy Turner (3), Marjorie Tyau (2), Carol Ulrich (6).

Michael Vaccariello (4), Cesar Valdez, Barbara Vanhull (4), Dale Vaughn (2), Mary Lou Velasquez (2), Eduardo Villarreal (2), Susan Viltz, Endre Vombrack, Liem Vu.

Ralee Waller, Alison Walsh, Johathan Walter, Judith Walter (2), Matthew Watson, Roberta Wax (3), Toni Weidman, Lauren Weinberg, Richard Welsh, Rita Wendell, Carol Westland, Kristin Westphal (2), Marc Weyl (3), Carl Widman (8), Patricia Wieland, Helen Willhide, Doublas Williams (2), Ethelyn Williams, Kenneth Williams, Steve Williams, Brian Williamson, Mary Wilson, Boyd Wyndette, Julie Winsen (2), Gary Wolinsky, Norman Wolstein, Anderson Wong, Cherie Wright, Raymond Wright, Brian Wygle.

Susan Yan, Nancy Yanke (3), Irene Young (3), Roberta Young (2), John Zabel, Laura Zarchy (2), Robin Zemetra.

Employment Positions

When an employer places a job opening with the Placement Office, he is looking for more than just a body. "Most employers want an applicant who is intelligent, socially aware, and especially a clever person who can spell."

Lomen did comment that jobs in the Valley area are not as highly paid as "over the hill." But there are considerations to take in mind. "Jobs locally do not take travel time and usually there is enough parking to eliminate paid parking."

There is good news regarding the minimum wage. The federal legislation has upped the minimum to $2.64 as of January 1, 1978. It will increase to $2.90 in 1979, $3 in 1980, and $3.25 in 1981.

Currently the State of California is behind the federal wage level. It will be increased to match the federal level. Lomen stated that the Placement Office tries to get the employer to meet the federal rate.

The Placement Office has over 500 jobs presently listed. Approximately 200 of them are full-time positions. Of course, there are varying levels available.

Career recruiting is also an important facet of the office's operation. The following business and industries will be recruiting on campus:

April: Kinney Shoe Store; May Co., Laurel Plaza; Carl's Jr. Restaurant; Security Pacific Bank.
May: Edison Brothers Shoe Store; Prudential Insurance Co.

The Placement Office is open 9-12 and 2-4 p.m. daily. It is also open 6-9 Tuesday and Wednesday night. It is located in Campus Center, 116.

BEWARE—Don Schrack, news director of radio station KFWB, advises students to be constantly aware of the world. Photo by David Krushell

Aspiring Announcers Warned to 'Pay Dues'

By COLEEN MARREN
Staff Writer

There's Jerry Dunphy, Connie Chung, Michael Jackson.

You turn on the radio or TV and your favorite station has another new voice.

All of these broadcasters have a common factor, they have paid their dues.

Don Schrack, news director of KFWB, gave aspiring announcers some sound advice in a speech for the Broadcasting Club.

"You have to pay your dues before you get to work in Los Angeles," he said.

Schrack impressed to the attentive audience the need to take a job in a small town, anywhere, to get the necessary experience. He explained how he had worked 13 hour days on a small station in Oregon.

"I wanted to be a great journalist. I believe in what I do."

He continuously expressed the need of being constantly aware of the changing world around us.

"Be aware, know what's going on. Anyone who wants to be a good writer should read the LA Times, the Valley News, Newsweek, Time, and at least one alternative paper. You should know statistics, religion, medical terminology," he emphasized.

Schrack's advice to a student who desires to be a journalist or an announcer is, "Get a degree in history, political science, or psychology. Blend your journalism classes with these."

He expressed an enthusiasm for young people in the radio business. "A lot of people want to be a star, or come in with the idea of changing society. If young people are interested in what we do, these bright, energetic people can make radio modern and entertaining.

"Students should realize radio is archaic. We are doing today what Edward E. Murrow did 33 years ago. If a student wants a job he should appreciate the ramifications of the business. For example you should know company policy and FCC regulations," he claimed.

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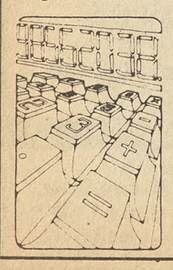

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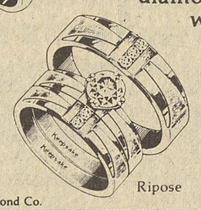

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A78-13	18.48	1.69
C78-14	21.36	1.93
E78-14	22.44	2.13
F78-14	22.84	2.26
G78-14	23.56	2.42
G78-15	24.49	2.45

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SIZE	GROUP PRICE	F.E.T.
A78-13	25.49	1.71
B78-13	26.61	1.82
C78-13	27.44	1.95
C78-14	27.71	1.97
E78-14	28.33	2.19
F78-14	29.59	2.34
G78-14	31.47	2.47
H78-14	33.32	2.70
G78-15	31.73	2.55
H78-15	34.07	2.77
L78-15	37.69	3.05

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Tubeless, blackwalls and whitewalls.* Lifetime road hazard, workmanship and materials warranties.

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600-12	17.50	1.48
560-13	17.50	1.54
600-13	18.50	1.56
P155/80D-13	19.50	1.43
560-14	18.50	1.57
560-15	18.50	1.73
600-15	19.50	1.78

*Add $2.00 for whitewalls

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Whitewalls. Lifetime road hazard, workmanship and materials warranties.

SIZE	GROUP PRICE	F.E.T.
BR78-13	35.39	1.99
ER78-14	39.52	2.40
FR78-14	40.69	2.58
GR78-14	42.56	2.76
HR78-14	45.67	2.96
FR78-15	41.69	2.59
GR78-15	43.61	2.83
HR78-15	46.54	3.03
JR78-15	47.68	3.19
LR78-15	49.72	3.34

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SIZE	GROUP PRICE	F.E.T.
155SR12	26.51	1.52
155SR13	27.59	1.68
165SR13	27.72	1.84
175SR13	29.71	1.97
165SR14	29.69	1.96
175SR14	31.72	2.15
155SR15	29.63	1.92
165SR15	31.44	2.07
185/70R-15	36.59	2.23

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BR60-13	49.59	2.46
ER60-14	56.57	2.66
FR60-14	58.43	2.81
GR60-14	60.51	3.14
FR60-15	59.47	2.95
GR60-15	61.29	3.21
HR60-15	64.72	3.23
LR60-15	67.72	3.62

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78 SERIES BELTED TUBELESS

Size	Load Range	Hwy Design	F.E.T.	Trac Design	F.E.T.
G78-15	D	40.90	3.52	42.90	3.43
H78-15	C	41.93	3.62	43.93	4.11
H78-15	D	44.73	3.55	46.79	3.75
*L78-16(tt)	D	48.96	4.12	51.71	4.16

*Tube Type

CAMPER—DUPLEX TYPE NYLON CORD—TUBELESS

Size	Load Range	Highway	F.E.T.	Mud & Snow	F.E.T.
800-16.5	C	43.00	3.25	44.00	3.37
800-16.5	D	45.84	3.42	46.84	3.56
875-16.5	D	50.68	3.92	52.97	4.07
950-16.5	D	55.86	4.46	58.93	4.62
10-16.5	C	55.97	4.53	60.74	4.54
10-16.5	D	60.83	4.83	62.92	4.74
12-16.5	D	67.97	5.58	70.87	5.80
12-16.5	E	72.90	5.95	76.64	6.25

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E70-14	34.51	2.44
F70-14	35.72	2.57
G70-14	36.69	2.73
G70-15	37.53	2.80

60 SERIES—SUPER WIDE

SIZE	GROUP PRICE	F.E.T.
A60-13	31.02	2.11
F60-14	37.71	2.85
G60-14	39.69	3.04
L60-14	44.68	3.57
G60-15	40.72	3.07
L60-15	45.59	3.69

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COLLEGE MEMBERSHIP IDENTIFICATION IS REQUIRED

OVER 3,300,000 TIRES SOLD

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